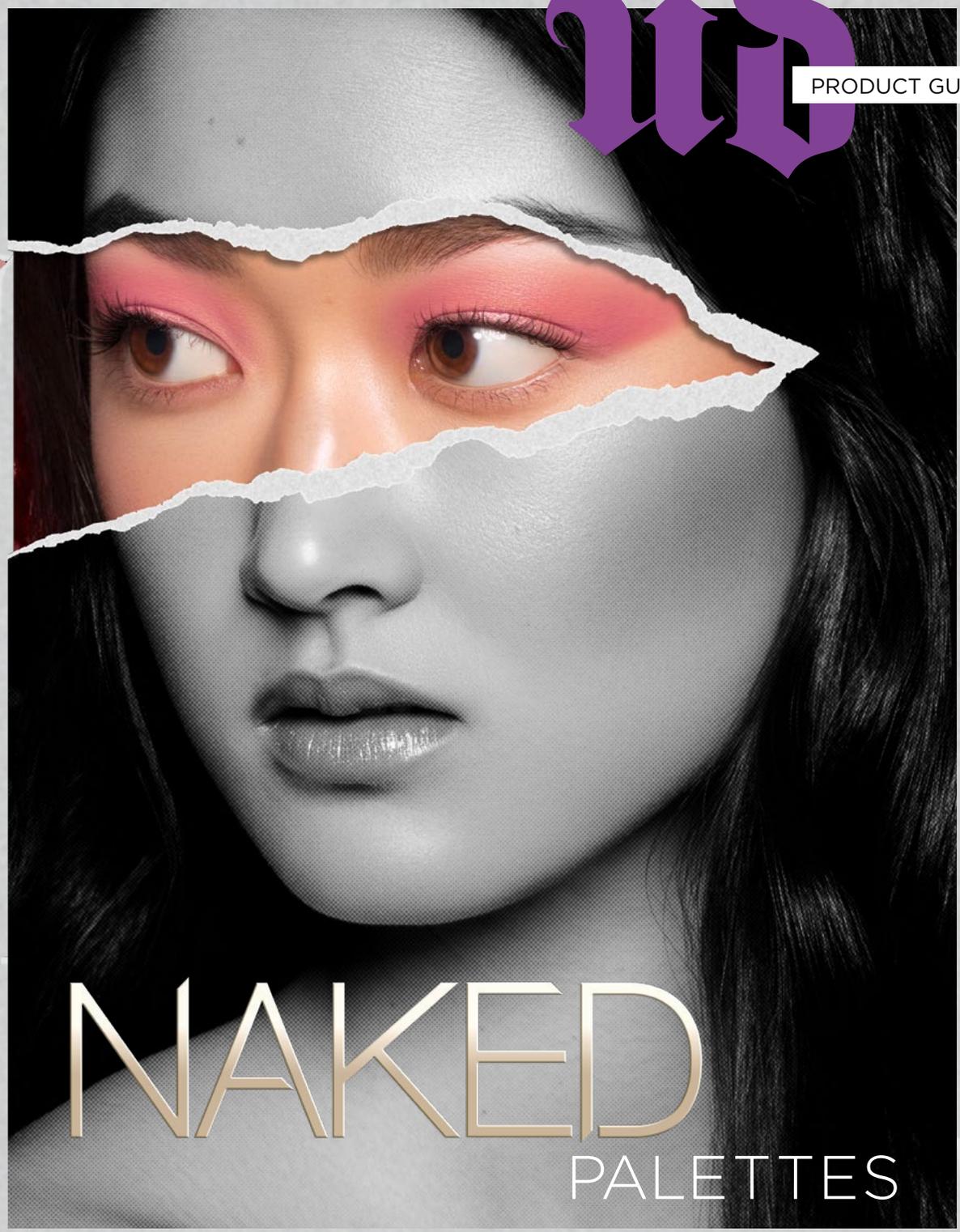


NAKED 2  
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PRODUCT GUIDE



# NAKED

PALETTES

DUST  
BURNOUT  
LIMIT

A  
ND

Cherry

MUGSHOT

CAYENNE  
EM FIJICO  
ASHEN

Various shades of eyeshadow palettes

YOU LOOK

# BETTER

# NAKED



WE KNOW YOU ARE THE EXPERTS AND KNOW EVERYTHING ABOUT OUR COLLECTION OF CULT-FAVORITE NEUTRAL EYESHADOW PALETTES THAT STARTED A REVOLUTION.

Because of you, we have the best selling eyeshadow palettes on the market that let you experiment with every nude look—from bronze to taupe, rose to burnt, matte to shimmer.

Let's keep getting NAKED together.

The obsession began when Wende gave her Product Development team the ultimate challenge: Which four neutral shadows would they want if they were stranded on a desert island? After a lot of debate, they settled on the 12 versatile, must-have neutrals in the Naked palette.

8+ years later and Urban Decay is still the leader (and will always be the originator) of the best neutral palettes in existence. But you knew that already.

## THE NAKED TRUTH

- AT LAUNCH, A NAKED PALETTE SOLD EVERY 7 SECONDS!
- IT TAKES 20 WEEKS TO MAKE A NAKED PALETTE
- OVER 1 BILLION NAKED PALETTES HAVE SOLD FROM 2010-2017
- IT TAKES 50 PEOPLE TO MAKE A NAKED PALETTE
- NAKED PALETTES ARE MADE IN THE USA



ENDLESS WAYS TO GET NAKED

## SIX CULT-FAVORITE PALETTES

THERE'S A NAKED PALETTE FOR EVERY LOOK—FROM BRONZE TO TAUPE, ROSE TO SCORCHED, MATTE TO SHIMMER (AND EVERYTHING IN BETWEEN).



**NAKED CHERRY**  
Sultry and ripe for the picking.

A super fresh take on neutrals with shades that range from delicate to decadent.

12-all new cherry-hued neutrals ranging from shimmery pinks, warm peaches and deep burgundies.



**NAKED HEAT**  
Our most sweltering Naked palette yet.

Naked Heat has 12 ALL NEW, can't live without, amber-hued neutrals.

Neutrals get scorched with warm browns, burnt oranges and rich siennas.

The artwork on the case seems as if you're looking through vertical blinds into a hot, steamy sunset.



**NAKED PETITE HEAT**  
Six all-new matte shades inspired by Naked Heat.

This compact eyeshadow palette features six all-new scorched neutrals.

Five matte shades and one demi-matte highlighting shade create looks that range from soft and sultry, to flat-out fire.



**NAKED3**  
A dozen exclusive (and beyond amazing) ROSE-hued neutrals.

Shades range from the palest, shimmery pink to deep, warm black.

We embossed the rose-gold tin case with a big "Naked3" and gorgeous facets that beg to be touched.



**NAKED2**  
The starker side of naked—featuring 12 TAUPE-hued neutrals.

Contains 12 never-boring neutrals, including a gorgeous grayish brown, a glittery copper and our lowdest, blackest black.

Naked2 comes in an art-school-inspired taupe metal case, embossed with a big "Naked2".



**NAKED2 BASICS**  
The cooler side of Naked Basics.

Features six TAUPE-hued matte neutrals, including five never-before-seen shades.

Use the shadows alone or as a starting point for any look.

THE OG OF PALETTES



**NAKED**  
The BRONZE-hued palette that revolutionized neutrals forever.

We loaded Naked with an arresting array of shades—from the palest champagne to the grittiest gunmetal.

We emblazoned the sleek, chocolate-brown velvet box with a big "Naked" in gold foil

# MEET CHERRY

SHE IS NOT TOO SWEET, SHE IS **SUPER SULTRY** & SHE IS RIPE FOR THE PICKING.

**THIS IS OUR WILDEST WAY YET TO LOOK BETTER NAKED.**

With 12 never-before-picked neutrals, this vamped-up cherry-hued palette is sure to bring out your sultriest, most tempting eye looks ever.



**HOT SPOT**  
ivory matte

**BANG BANG**  
shimmering pink with gold shift and iridescent micro-sparkle

**JUICY**  
soft warm peach

**AMBITIOUS**  
metallic rose copper

**DEVILISH**  
reddish plum matte

**DRUNK DIAL**  
deep metallic burgundy

**CAUTION**  
soft neutral beige matte

**FEELZ**  
soft dusty rose matte

**TURN ON**  
pale metallic rose shimmer

**BING**  
deep mauve matte

**YOUNG LOVE**  
metallic cranberry

**PRIVACY**  
deep brownish-plum matte

OUR NEWEST ADDITION TO THE **NAKED COLLECTION** HAS A **SEXY VIBE** THAT'S MORE **TART THAN SWEET.**

## STEAL THE LOOK

 <b>BANG BANG</b> <i>Spotlight</i>		+		+	
 <b>PRIVACY</b> <i>Intense Smoky</i>		+		+	
 <b>DRUNK DIAL</b> <i>Smoky</i>		+		+	
 <b>JUICY</b> <i>Graphic Defined Edge</i>		+		+	
 <b>BING</b> <i>Bold Colorful</i>		+		+	
 <b>AMBITIOUS</b> <i>Soft Metallic Contour</i>		+		+	

These 12 all-new shades include an array of soft mattes and sizzling metallics, ranging from creamy ivory and shimmering coppers and plums to the most intense black cherry. Because serious staying power and shadow that doesn't flake or fade out on you are non-negotiables, each shade is made from our mind-blowing formula that gives its velvety texture, rich color and blendability.

# DON'T MEAN TO BRAG...

Our palettes have been award winning since day one. You know like we know that the **NAKED** franchise has singlehandedly changed the game when it comes to eyeshadow, and we take pride in having set the bar in the palette world. What's the saying? "Imitation is the best form of flattery." Well, consider us very, very flattered.

AND THESE ARE JUST A FEW OF OUR AWARDS

NAKED 3  
PERFECT PALETTE  
THE MAKEUP SHOW 2017

NAKED 3  
BEST EYESHADOW  
PALETTE  
HOLLYWOOD LIFE

NAKED 2  
BEST EYE SHADOW  
READERS' CHOICE AWARD  
ALLURE MAGAZINE

NAKED HEAT  
BEST FALL COLLECTION  
TEMPTALIA EDITOR'S  
AWARDS

NAKED HEAT  
BEST PALETTE  
TOTAL BEAUTY

THERE'S MORE

# THAN ONE WAY

WE NEVER COULD HAVE IMAGINED THAT NAKED WOULD BECOME THE ULTIMATE GATEWAY DRUG INTO OUR BRAND, WITH A HUGE (AND CONSTANTLY GROWING) RANGE OF PRODUCTS. EVEN NOW, THE NAKED PALETTES GET MORE BEAUTY JUNKIES HOOKED ON OUR BRAND THAN ANY OTHER PRODUCT - AND KEEP THEM COMING BACK FOR MORE.

WE ARE COUNTING ON YOU TO SHARE THE PERFECT PARTNER PRODUCTS TO GO ALONG SIDE EVERY NAKED SALE:

- Eyeshadow Primer Potion
- 24/7 Glide-On Eye Pencil
- All Nighter Makeup Setting Spray

Link-sell these with Naked Palette and keep our customers hooked.



# TO GET NAKED



IN LOVING MEMORY

THE OG

# NAKED PALETTE

2008 - 2018

EVEN THOUGH WE WERE HALF BAKED AND WE KNEW IT WAS A SIN, WE'LL NEVER FORGET OUR FIRST TIME NAKED. IT WAS VIRGIN TERRITORY.

NAKED WAS HERE FOR A GOOD TIME, NOT A LONG TIME. AS WE WELCOME IN NEW WAYS TO GET NAKED, WE SAY GOODBYE TO THE TRAILBLAZER, THE LEGEND THE FIRST OF ITS KIND.